

LA'S BUSINESS TEAM APPROACH TO HOLLYWOOD MARKETING PROJECT

LA'S BUSINESS TEAM MARKETING PLAN

LA's Business Team is currently developing, with the help of outside consultants, a comprehensive sales and marketing plan to retain, expand and attract business within the City of Los Angeles. Although it is still under development, it is clear that the plan will focus on changing the perception that the City of Los Angeles is a difficult and unattractive place to do business. In fact, through both our marketing and sales efforts, LA's Business Team must demonstrate that there are substantial and measurable advantages to doing business within the City limits.

LA's Business Team's marketing effort will be multi-faceted, utilizing innovative advertising, public relations, collateral and sales support materials and targeting growth businesses. The campaign will by necessity reflect the cultural diversity of the City's residents and business owners, to ensure that opportunities to support businesses are not missed.

HOLLYWOOD'S MARKETING NEEDS

The perception that it is difficult to do business in the City of Los Angeles is exacerbated in Hollywood, where business owners and their customers face physical obstacles caused by MetroRail construction. Noise, traffic delays and parking problems may create the impression among residents and tourists that Hollywood is closed for business. Nothing could be further from the truth.

Working with Councilwoman Goldberg and the MTA, the City has made a significant effort to reduce the interruptions to businesses in the construction areas. While these efforts are important, they are less than effective if not properly marketed to the consumers who patronize the Hollywood businesses. In order to appropriately support area businesses, an aggressive marketing program designed to promote the benefits of visiting Hollywood restaurants, retail outlets, theaters and other attractions is needed. The marketing effort should also educate the public on how to avoid delays or other inconveniences caused by MetroRail construction. We believe Hollywood businesses can participate in and extend the reach of this type of campaign.

A COORDINATED EFFORT

LA's Business Team and a Hollywood marketing campaign share a common goal -- to retain business in the City of Los Angeles. Part of LA's Business Team's mission is to provide direct support to businesses and help them alleviate barriers to success. A

Hollywood marketing effort would complement this mission by providing direct support to an entire group of businesses in an important area of the City and mitigating the impact of the MetroRail construction on their businesses.

By working together, the LA's Business Team marketing campaign and the Hollywood area program could share data, create a synergistic marketing effort and gain important efficiencies in production of sales and marketing materials. In addition, the Hollywood marketing program would have access to the team of marketing professionals selected to develop and help implement the LA's Business Team sales and marketing plan.

OUR TEAM

To supplement its internal resources, LA's Business Team issued a Request for Proposals to more than 200 advertising and public relations agencies. After a comprehensive review of credentials and a two-step screening process, Rogers & Associates was selected to develop and implement LA's Business Team's sales and marketing plan. Rogers & Associates' team includes a diverse group of professionals with substantial economic development, municipal marketing and consumer marketing expertise. In addition to working on behalf of a broad list of commercial accounts, the team has launched successful marketing programs on behalf of the cities of West Hollywood, Long Beach and Pasadena. We are excited that they are part of LA's Business Team.